

Agile Development in Practice Project Rubric

Elements	Criteria	Score
Project Introduction	Includes completed “What’s the business?” section of the Venture Design Template (VDT): - Positioning statement	5
	Includes completed “What’s the business?” section of the Venture Design Template (VDT), but not in the correct format: -Positioning statement	4
	Missing the position statement	3
Personas & Customer Discovery	Includes completed “Personas” and “Problem Scenarios, Alternatives, & Value Propositions” and “Customer Interview Guide” sections of the VDT, plus any of the “accelerate your learning” options: <ul style="list-style-type: none"> Updated personas, screener, problem scenario & alternative pairs, and interview guide Interviews with at least 6 users Key findings from those interviews and summary of how they impact the project’s direction and your point of view And/or <ul style="list-style-type: none"> Google AdWords--personas (Think or See or Feel or Do) And/or <ul style="list-style-type: none"> Google AdWords--problem scenario And/or <ul style="list-style-type: none"> Day in the Life 	10
	Includes completed “Personas” and “Problem Scenarios, Alternatives, & Value Propositions” and “Customer Interview Guide” sections of the VDT, but no “accelerate your learning” options: <ul style="list-style-type: none"> Updated personas, screener, problem scenario & alternative pairs, and interview guide Interviews with <u>at least 3</u> users Key findings from those interviews and summary of how they impact the project’s direction and your point of view 	8
	Includes completed “Personas” and “Problem Scenarios, Alternatives, & Value Propositions” and “Customer Interview Guide” sections of the VDT, but no “accelerate your learning” options or field work: <ul style="list-style-type: none"> Updated personas, screener, problem scenario & alternative pairs, and interview guide 	7

Customer Motivation: Value Proposition Design and Experiments on Motivation	Includes completed “Experiments: Testing Your Assumptions” section of the VDT: <ul style="list-style-type: none"> • Proposition design • Experiment/MVP ideas • Experiment design • Analysis of experiment results shows whether the experiment worked, and, to the extent it didn’t work, how they could improve it in the next iteration; metrics are identified and results are clearly reported 	10
	Includes completed “Experiments: Testing Your Assumptions” section of the VDT, but no experiment results: <ul style="list-style-type: none"> • Proposition design • Experiment/MVP ideas • Experiment design 	8
	Includes <u>partially</u> completed “Experiments: Testing Your Assumptions” section of the VDT, but no experiment results: <ul style="list-style-type: none"> • Proposition design • Experiment/MVP ideas • Experiment design 	7
Story Map	Includes completed “User Stories & Prototypes” section of the VDT: <ul style="list-style-type: none"> • 10 epic user stories • 2 stories/epic (20 total) • 2 test cases/story (40 total) • A photo showing a story map with prioritized slices of the above • Slices are well delineated into complete narratives that are narrow in scope 	10
	Includes completed “User Stories & Prototypes” section of the VDT, but may have fewer epics, child stories or test cases than required. The prioritized story map is still well delineated into complete narratives that are narrow in scope.	8
	Includes completed “User Stories & Prototypes” section of the VDT, but has fewer epics, child stories or test cases than required and is either missing a story map or the story map is not well delineated into complete narratives and is broad in scope.	7
Wireframes and Prototypes	In preparation for usability testing, the project provides drafts that <ul style="list-style-type: none"> • Clearly relate to the user story • Are based on relevant comparables and patterns for at least two directions • Include relevant wireframes • Develops one interactive prototype based on one of the directions explored above 	10
	In preparation for usability testing, the project provides drafts that <ul style="list-style-type: none"> • Clearly relate to the story • Are based on relevant comparables for at least two directions • Include relevant wireframes OR develops one interactive prototype based on one of the directions explored above 	8

	<p>In preparation for usability testing, the project provides drafts that</p> <ul style="list-style-type: none"> Clearly relate to the story Are based on relevant comparables for at least two directions 	7
Usability Testing	<p>Includes completed "Appendix B: Usability Testing" section of the VDT, including:</p> <ul style="list-style-type: none"> Objectives and methods Product version Subjects Research composition Pre-session checklist Session design, including user test results for at least two sets of notes and insights Post-test debrief 	10
	<p>Includes completed "Appendix B: Usability Testing" section of the VDT but no user test results:</p> <ul style="list-style-type: none"> Objectives and methods Product version Subjects Research composition Pre-session checklist Session design <p>Post-test debrief</p>	8
	<p>Includes partially completed "Appendix B: Usability Testing" section of the VDT but no user test results and missing other elements from the list below:</p> <ul style="list-style-type: none"> Objectives and methods Product version Subjects Research composition Pre-session checklist Session design Post-test debrief 	7
Feedback	What stands out when I review your project is...	Not graded